

Social World

Edna Cloyd, Editor

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Three Local Girls Are Loyola Belles

When the annual presentation of the Loyola Belles of Loyola University was held Sunday evening, Feb. 16, at the Miramar Hotel in Santa Monica, among the 64 Belles were three Torrance students, Miss Sue Clark, 4830 Reese Road, student at St. Vincent's College of Nursing; Miss Gail Harney, 4609 Highgrove, Mount St. Mary's College, downtown Los Angeles campus; and Miss Marilyn Yaroshuk, 4608 Vanderhill Road, St. Vincent's College of Nursing.

The Belles are chosen each year from the seven women's colleges in Los Angeles, Immaculate Heart, Marymount, (Loyola and Palos Verdes campuses); Mount St. Mary's College, (Brentwood and Doheny campuses); St. Vincent's College of Nursing and Queen of Angel's School of Nursing.

Each girl is interviewed by a board of five Loyola students and the current president of the Belles. They are judged on poise, personality, friendliness, enthusiasm and personal appearance.

During an academic year, the Belles are in attendance at more than 70 events ranging from orientations, cultural events, picnics, open houses, high school recruitments, athletic events, chapel programs, receptions and formal dinners.

Dwayne Hickman, television personality and Loyola Alumnus '56, presented the 64 Belles to several hundred guests. He was assisted by members of Crimson Circle, the university's honorary service organization.



Presented At Mardi Gras Bal Magnifique

Diane Marie Augur, daughter of Mr. and Mrs. Weyland Augur of Palos Verdes, was presented at the Mary and Joseph League's Mardi Gras Bal Magnifique on Saturday evening, Feb. 15, at the Beverly Hilton Hotel.

Diane is pictured here with her escort, Griffith Weber, son of Dr. and Mrs. Arthur Weber, also of Palos Verdes.

Diane, a fourth generation Californian and a descendant of a pioneer Orange County family, is a senior at Marymount High Palos Verdes.

Her escort, a senior at Palos Verdes High, is a third generation Californian.



Duo-Pianists In Concert Here Sunday

South Bay Community Concert Association will present duo-pianists, Arthur Whittemore and Jack Lowe in a return engagement at the Mira Costa auditorium Sunday afternoon at 3 p.m. The artists will bring with them a mixed chorus of 30 voices. Planning their program for the entire family the Whit-Lo singers will feature music by Bach, opera excerpts, folk songs and Broadway hits. Admission is by membership card only.

Take a Look at Those Old Fashioned Tins

They Could Be Valuable "Advertiques"

It's an "Advertique" — a new name coined for a new field for collectors.

And the new hobby of collecting advertiques has caught on in Torrance and two local housewives, Mrs. John Hughes and Mrs. Fred Nelson, spend one whole day each week visiting antique shops, garage sales, rummage sales, swap meets and just any place an "advertique" might show up.

The advertique is a promotional tin, certainly more popular in days gone by than the present.

The most familiar of the collective cans are the tobacco tins, according to the November issue of the Western Collector. However, there are other collectible tins including medicine, candy and grocery containers.

The two Torrance housewives became interested in tin collecting when they visited Uncle John's General Store in Lomita about two years ago. They found the book "Tin Containers with Price Guide" written by E.L. Pettit.

It is usually the attractive tin bearing advertising or the company's trade mark that determines the value.

Among the interesting tins collectible are Whitman's candies in the Cloisone and the Salmagundi, put out by the company in the 1920s; the Queen Elizabeth candy containers issued at the time of her coronation in 1953; among the grocery tins, the container for Mazawatte Tea, bearing the picture of a sweet old lady surrounded by children; Blanke's Mojav Coffee, at one time in a can enhanced with a fashionable lady in her riding habit; and the Sweet-Touch-Nee Tea, packaged in red and gold trunk-shaped tins.

Many of the cans found by the collectors are perhaps the original versions of the brand name containers found on grocery shelves today.

Interest in the advertique has spread and the two collectors have organized the Collectible Collaborators Club with the primary purpose of researching the history on their tins as well as assisting each other in completing sets of tins.



Plan Tomorrow's Seminar

Young women in area schools planning soon to enter the business world will hear representatives of many professions at the "Feminine Seminar" to be sponsored tomorrow by the Torrance B&PW Club at the Recreation Center. Club members, busy with preparations, are from left, Mrs. C. A. Parker, treasurer; Mrs. H. E. Rumrill, youth chairman, and Mrs. Carl E. Erikson, president.

(Press-Herald Photo)

Torrance B&PW Club Presents

Seminar for Area Students

Torrance Business and Professional Women will sponsor a "Feminine Seminar" for high school juniors, seniors and young college women, who will be entering the business world.

Representatives of various professions will speak and contribute to the program tomorrow at the Torrance Recreation Center, Torrance Boulevard and Madrona, from 9 a.m. until 4 p.m.

The seminar, open to all students and their parents, is free of charge including lunch. Entertainment will be provided during the lunch hour by a popular, local group "The Combination."

The program will begin with a fashion show presented by Mrs. Harold Leslie, coordinator of fashion at Bullock's.

Mrs. Hazel Dunning, member of the Los Angeles B&PW chapter, will represent Flavio's Beauty College and

will demonstrate hair styles for the office and evening hours. Also contributing to sociation of Modeling, owner of a local charm school, and an art teacher at Marymount College.

Other speakers on the day long program will Dr. Ann Travis, veterinarian; Mrs. Don O. Pettie, certified public accountant; Jane Cronin of the TWA Airlines personnel division; Mrs. Margaret Charles, secretary to the president of Gaffers and Sattlers; and Mary Lou Howe, member of the Torrance B&PW club and a Torrance police woman.

Work on the seminar began when the chairmen, Mmes. Trudy Rumrill, Robert Hoxworth and O. C. Land, contacted the counselors and teachers at South Bay and Harbor area high schools and colleges for assistance in reaching the students.



A Collectors' Paradise

These two collectors, Mrs. John Hughes, left, displaying her 1911 vacuum cleaner, and Mrs. Fred Nelson, looking over her tin collection, are enthusiastic participants in the new fad of collecting "advertiques." They have organized a club for researching the history of the advertising tins and for assisting other collectors in completing their sets.

(Press-Herald Photo)

According to the collectors, Even though the Advertique



Collection of Advertiques